

Ericsson forms new company focusing on Bluetooth technology licensing

Ericsson, one of the promoters and main driver of the Bluetooth™ wireless technology, will form a new company for the Bluetooth technology business. The company will expand the Ericsson Bluetooth portfolio, which today includes components and consumer products, by licensing Bluetooth technology for solutions ranging from hardware and software to Bluetooth knowledge, training and support.

The decision is made to further strengthen Ericsson's position within the Bluetooth market place. A separate company will allow Ericsson to become more focused on technology licensing and further strengthen its position as Bluetooth market leader.

The new company will license its Bluetooth intellectual property to chip- and module manufacturers as well as large OEM manufacturers specialized in mobile consumer devices.

Today, there are over 2000 companies that have joined the Bluetooth Special Interest Group (SIG) with the aim to produce Bluetooth products.

Jörgen Neckmar has been appointed acting manager for the new company that presently involves over 100 people.

Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.

Read more at <http://www.ericsson.com/pressroom>

FOR FURTHER INFORMATION, PLEASE CONTACT

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